

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG22/12 17.58  
\*\*\* WFLA-TV \*\*\*

REP HEADLINE# 6278322  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/PRIORITIES USA ACTION  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA  
1322 G STREET SE  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278322  
CLASS: NATL. LOCAL REGIONAL

PROCT PRIORITIES USA ACTION EST#1559 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES SEP4/12 SEP10/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG22/12 17.58

REP: REVISION - MAKEGOOD  
SUBJECT CHANGE LN 20  
LN 23 TIME PERIOD CHANGE  
LN 28 SPOT CANCELED  
LN 29 ADDED  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1559

20	NZ	700P-730P	30			\$2,000.00	9/4	9/4	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												

01/11/12

REP HEADLINE# 6278322  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG22/12 17.58  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	T	105A-206A	30		\$425.00	9/5	9/5	1		WED	1
PROGRAM : J FALLON-NBC<											
CON COM1: J FALLON-NBC<											
28	S	730P-800P	30		\$1,850.00	9/5	9/5	0		WED	0
PROGRAM : EXTRA<											
CON COM1: EXTRA<											
29	A	730P-800P	30		\$1,850.00	9/6	9/6	1		THU	1
PROGRAM : ENT TONIGHT											
CON COM1: ENT TONIGHT											
SEP/12		26800.00									

CONTRACT TOTAL 26800.00  
TOTAL SPOTS 28

MARKET TOTALS \$148,888 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
DEMOS- RA35+\*

MOD CODE A-AUD E-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 749 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	26800	Campaign Ref:	E:120821088
Buyer:		Client/Product/Estimate:	321 /340 /1559	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06278322
Est./PO Number:	06278322	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1	1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
3	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1	1	850
5	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
6	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	1	1	800
7	M-F 12p Today Show III M.....	02	275	30 Comme	Nbr of Spots	1	1	275
8	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
	M-F 630p ET / 530p CT NBC Nightly							
Weekly Totals: Total Spots (Ord Spots)					23	5	28	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 749 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	26600	Campaign Ref:	E:120821088
Buyer:		Client/Product/Estimate:	321 /340 /1559	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 09/16/12	Weeks:	2	Order Ref:	06278322
Est./PO Number:	06278322	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
9	News	02	3500	30		1	1	3500
	M.....			Comme				
10	M-F 7a Today Show	03	1100	30		1	1	1100
	M.....			Comme				
11	Sat 9a News	02	475	30	1		1	475
	.....S.			Comme				
12	Sun 9a News	02	475	30	1		1	475
	.....S			Comme				
13	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	1		1	800
	...T...			Comme				
14	M-F 530a News	01	550	30	1		1	550
	...T...			Comme				
15	M-F 530p News	04	850	30	1		1	850
	...T...			Comme				
16	M-F 630p ET / 530p CT NBC Nightly News	02	3500	30	1		1	3500
	...T...			Comme				
17	M-F 7a Today Show	03	1100	30	1		1	1100
	...T...			Comme				
18	M-F 3p Doctors	04	425	30	1		1	425
	.T.....			Comme				
19	M-F 530a News	01	550	30	1		1	550
	M-F 530a News			Nbr of Spots				
Weekly Totals: Total Spots(Ord Spots)					23	5	28	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 749 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 26800	Campaign Ref: E:120821088
Buyer: ..	Client/Product/Estimate: 321 /340 /1559	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/16/12	Weeks: 2	Order Ref: 06278322
Est./PO Number: 06278322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
20	M-F 7p News T.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
21	M-F 9a Today Show II T.....	03	650	30 Comme	Nbr of Spots	1	1	650
22	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
24	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots	1	1	275
25	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
26	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots	1	1	850
27	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
28	M-F Late Night Late Run ..W....	09	425	30 Comme	Nbr of Spots	1	1	425
29	M-F 730p Entertainment Tonight ...T...	02	1850	30 Comme	Nbr of Spots	1	1	1850
Weekly Totals: Total Spots(Ord Spots)					23	5	28	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/03	09/10
Spots	28	23	5
Cost	268.00	205.75	62.25

Grand Totals:

Spots:	28
Gross Total:	26,800.00
Commission:	4,020.00
Net Total:	22,780.00

AUG14/12 14.3  
\*\*\* WFLA-TV \*\*\*

PROGRAM : DR OZ  
CON COM1 : DR OZ

QIN

REP HEADLINE# C278322  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/7	9/7	1		FRI	1
4			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/7	9/7	1		FRI	1
5			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/7	9/7	1		FRI	1
6			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/10	9/10	1		MON	1
7			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/10	9/10	1		MON	1
8			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/10	9/10	1		MON	1
9			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/10	9/10	1		MON	1
10			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,100.00	9/10	9/10	1		MON	1
11			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/8	9/8	1		SAT	1



REP HEADLINE# 6278322  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			900A-1000A	30		\$475.00	9/9	9/9	1		SUN	1
PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM												
13			1135P-1237A	30		\$800.00	9/6	9/6	1		THU	1
PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<												
14			530A-600A	30		\$550.00	9/6	9/6	1		THU	1
PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30												
15			530P-600P	30		\$850.00	9/6	9/6	1		THU	1
PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P												
16			630P-700P	30		\$3,500.00	9/6	9/6	1		THU	1
PROGRAM : NWSCH CON COM1: NWSCH												
17			700A-900A	30		\$1,100.00	9/6	9/6	1		THU	1
PROGRAM : TODAY SHW CON COM1: TODAY SHW												
18			300P-400P	30		\$425.00	9/4	9/4	1		TUE	1
PROGRAM : DOCTORS CON COM1: DOCTORS												
19			530A-600A	30		\$550.00	9/4	9/4	1		TUE	1
PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30												
20			700P-730P	30		\$2,000.00	9/4	9/4	1		TUE	1
PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30												

NEWS

REP HEADLINE# 6278322  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 14.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			900A-1000A	30		\$650.00	9/4	9/4	1		TUE	1
			PROGRAM : TODAY SHW2-NBC									
			CON COM1: TODAY SHW2-NBC									
22			1000A-1030A	30		\$300.00	9/5	9/5	1		WED	1
			PROGRAM : NEWS									
			CON COM1: NEWS									
23			1235A-135A	30		\$425.00	9/5	9/5	1		WED	1
			PROGRAM : J FALLON-NBC									
			CON COM1: J FALLON-NBC									
24			1200N-100P	30		\$275.00	9/5	9/5	1		WED	1
			PROGRAM : TODAY SHW3-NBC									
			CON COM1: TODAY SHW3-NBC									
25			200P-300P	30		\$250.00	9/5	9/5	1		WED	1
			PROGRAM : RACHAEL RAY									
			CON COM1: RACHAEL RAY									
26			500P-530P	30		\$850.00	9/5	9/5	1		WED	1
			PROGRAM : NWSCH8 AT 5P									
			CON COM1: NWSCH8 AT 5P									
27			600A-700A	30		\$850.00	9/5	9/5	1		WED	1
			PROGRAM : NC8 TODAY@6AM									
			CON COM1: NC8 TODAY@6AM									
28			730P-800P	30		\$1,850.00	9/5	9/5	1		WED	1
			PROGRAM : EXTRA									
			CON COM1: EXTRA									
SEP/12			26800.00									

CONTRACT TOTAL 26800.00  
 TOTAL SPOTS 28

MA-NFL KIDZ  
 1

EX

1059-300a due NFL

REF HEADLINE# 6278322  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.3  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$148,888 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	24950	<b>Campaign Ref:</b>	E:120821088
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	321 /340 /1559	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/03/12 to 09/16/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06278322
<b>Est./PO Number:</b>	06278322	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transaccional

<b>Product:</b>	Priorities Usa Actio	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1		1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
3	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1		1	2000
4	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1		1	850
5	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
6	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots		1	1	800
7	M-F 12p Today Show III M.....	02	275	30 Comme	Nbr of Spots		1	1	275
8	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots		1	1	550
	M-F 630p ET / 530p CT NBC Nightly								
<b>Weekly Totals: Total Spots(Ord Spots)</b>						22	5	27	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-6888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 24950	<b>Campaign Ref:</b> E:120821088
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1559	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278322
<b>Est./PO Number:</b> 06278322	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
9	News M.....	02	3500	30 Comme	Nbr of Spots	1	1	3500
10	M-F 7a Today Show M.....	03	1100	30 Comme	Nbr of Spots	1	1	1100
11	Sat 9a News .....S.	02	475	30 Comme	Nbr of Spots	1	1	475
12	Sun 9a News .....S	02	475	30 Comme	Nbr of Spots	1	1	475
13	M-F 1135p ET / 1035p CT Tonight Show ..T...	03	800	30 Comme	Nbr of Spots	1	1	800
14	M-F 530a News ..T...	01	550	30 Comme	Nbr of Spots	1	1	550
15	M-F 530p News ..T...	04	850	30 Comme	Nbr of Spots	1	1	850
16	M-F 630p ET / 530p CT NBC Nightly News ..T...	02	3500	30 Comme	Nbr of Spots	1	1	3500
17	M-F 7a Today Show ..T...	03	1100	30 Comme	Nbr of Spots	1	1	1100
18	M-F 3p Doctors ..T...	04	425	30 Comme	Nbr of Spots	1	1	425
19	M-F 530a News	01	550	30	Nbr of Spots	1	1	550
<b>Weekly Totals:</b> Total Spots(Ord Spots)					22	5	27	

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1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 24950	<b>Campaign Ref:</b> E:120821088
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1559	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/03/12 to 09/16/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278322
<b>Est./PO Number:</b> 06278322	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	Total	Cost
20	M-F 7p News T.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
21	M-F 9a Today Show II T.....	03	650	30 Comme	Nbr of Spots	1	1	650
22	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
23	M-F Late Night Late Run ..W....	Check Rev Type	425	30 Comme	Nbr of Spots	1	1	425
24	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots	1	1	275
25	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
26	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots	1	1	850
27	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
<b>Weekly Totals: Total Spots(Ord Spots)</b>					22	5	27	

Grand Totals

Month 9 Weeks: 5	
<b>09/03</b>	<b>09/10</b>
Spots 27	22
Cost 24950	18725
<b>Totals</b>	<b>5</b>

**Grand Totals:**

<b>Spots:</b>	<b>27</b>
<b>Gross Total:</b>	<b>24,525.00</b>
<b>Commission:</b>	<b>3,742.50</b>
<b>Net Total:</b>	<b>20,782.50</b>

**WFLA-TV**  
**A MEDIA GENERAL STATION**

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

**INVOICE / AFFIDAVIT**

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON OC 20003

REP\_: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV\_: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE: 09/30/12 E:120821088  
ORDER TYPE: Political WFLA  
INVOICE NUMBER: 0100032706  
PAGE: 1  
BROADCAST MONTH: 08/27/2012 - 09/3  
SCHEDULE DATES: 9/03/12- 9/16/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1559  
Oesc: 06278322

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 2p Rachael Ray	250.00	1 1	9/07	FR	02:58P	30 USATV02 :30 Commercial	250.00		
M-F 4p Oz	650.00	2 1	9/07	FR	04:30P	30 USATV02 :30 Commercial	650.00		
M-F 6p News	2000.00	3 1	9/07	FR	06:16P	30 USATV02 :30 Commercial	2000.00		
M-F 6a News	850.00	4 1	9/07	FR	06:40A	30 USATV02 :30 Commercial	850.00		
M-F 9a Today Show II	650.00	5 1	9/07	FR	09:56A	30 USATV02 :30 Commercial	650.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	6 1	9/10	MO	12:32A	30 USATV02 :30 Commercial	800.00		
M-F 12p Today Show III	275.00	7 1	9/10	MO	12:52P	30 USATV02 :30 Commercial	275.00		
M-F 530a News	550.00	8 1	9/10	MO	05:38A	30 USATV02 :30 Commercial	550.00		
M-F 630p ET / 530p CT NBC Nigh	3500.00	9 1	9/10	MO	06:59P	30 USATV02 :30 Commercial	3500.00		
M-F 7a Today Show	1100.00	10 1	9/10	MO	08:56A	30 USATV02 :30 Commercial	1100.00		
Sat 9a News	475.00	11 1	9/08	SA	09:17A	30 USATV02 :30 Commercial	475.00		
Sun 9a News	475.00	12 1	9/09	SU	09:15A	30 USATV02 :30 Commercial	475.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	13 1	9/06	TH	11:56P	30 USATV02 :30 Commercial	800.00		
M-F 530a News	550.00	14 1	9/06	TH	05:39A	30 USATV02 :30 Commercial	550.00		

\*\*\* Continued \*\*\*

PERIOD COST	26,800.00	28 Total Units	ACTUAL GROSS BILLING	26,800.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	4,020.00	TOTAL RECONCILING	Credits	.00
			NET DUE	22,780.00			.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER: Priorities Usa Action/ Issue  
PRODUCT: Priorities Usa Actio

INVOICE NUMBER: 0100032706  
BROADCAST MONTH: 08/27/2012 - 09/30  
AMOUNT DUE: 22,780.00

REMIT TO:

\*00234

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON OC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 09/30/12 E:120821088  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032706  
SCHEDULE DATES 2 08/27/2012 - 09/3  
9/03/12- 9/16/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 321 /340 /1559  
Desc: 06278322

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 530p News	850.00	15	1	9/06	TH	05:42P	30 USATV02 :30 Commercial	850.00	
M-F 630p ET / 530p CT N8C Nigh	3500.00	16	1	9/06	TH	06:59P	30 USATV02 :30 Commercial	3500.00	
M-F 7a Today Show	1100.00	17	1	9/06	TH	07:23A	30 USATV02 :30 Commercial	1100.00	
M-F 3p Doctors	425.00	18	1	9/04	TU	03:59P	30 USATV02 :30 Commercial	425.00	
M-F 530a News	550.00	19	1	9/04	TU	05:53A	30 USATV02 :30 Commercial	550.00	
M-F 7p News	2000.00	20	1	9/04	TU	07:10P	30 USATV02 :30 Commercial	2000.00	
M-F 9a Today Show II	650.00	21	1	9/04	TU	09:26A	30 USATV02 :30 Commercial	650.00	
M-F 10a News	300.00	22	1	9/05	WE	10:29A	30 USATV02 :30 Commercial	300.00	
M-F 12p Today Show III	275.00	24	1	9/05	WE	12:50P	30 USATV02 :30 Commercial	275.00	
M-F 2p Rachael Ray	250.00	25	1	9/05	WE	02:25P	30 USATV02 :30 Commercial	250.00	
M-F 5p News	850.00	26	1	9/05	WE	05:23P	30 USATV02 :30 Commercial	850.00	
M-F 6a News	850.00	27	1	9/05	WE	06:20A	30 USATV02 :30 Commercial	850.00	
M-F Late Night Late Run	425.00	28	1	9/05	WE	02:05A	30 USATV02 :30 Commercial	425.00	
M-F 730p Entertainment Tonight	1850.00	29	1	9/06	TH	07:45P	30 USATV02 :30 Commercial	1850.00	
Total Airtime Gross Spot Revenue:				26,800.00					

PERIOD COST 26,800.00

28 Total Units		Debits	.00
ACTUAL GROSS BILLING	26,800.00	SUB-TOTALS Credits	.00
AGENCY COMMISSION	4,020.00	TOTAL RECONCILING	.00
NET DUE	22,780.00		

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